



ANDHRA UNIVERSITY

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Accredited by NAAC with A++ Grade & Score: 3.74

B.B.A (CBCS) III SEMESTER DEGREE EXAMINATIONS- DECEMBER-2024
BBA HONOURS, DIGITAL MARKETING, BUSINESS ANALYTICS
W.e.f.2023-2024 ADMITTED BATCH

TIME TABLE

| DATE & DAY | TIME | SUBJECT | PAPER CODE | MAX. MARKS |
|-------------------------|------------------|--|--|------------|
| 03-12-2024 TUESDAY | 2.00PM TO 5.00PM | MAJOR SUBJECTS: BBA HONOURS 1) Business Law | BBA-HS 2101 | 70 |
| | | MAJOR SUBJECT: BUSINESS ANALYTICS 1) Data Analysis with MS Excel | BBA-HS 2105 | 70 |
| | | MAJOR SUBJECTS: DIGITAL MARKETING 1) Social Media Marketing | BBA-HS 2109 | 70 |
| 04-12-2024 WEDNESDAY | 2.00PM TO 5.00PM | MAJOR SUBJECTS: BBA HONOURS 2) Organizational Behaviour | BBA-HS 2102 | 70 |
| | | MAJOR SUBJECT: BUSINESS ANALYTICS 2) Data base Management System | BBA-HS 2106 | 70 |
| | | MAJOR SUBJECTS: DIGITAL MARKETING 2) Search engine Marketing | BBA-HS 2110 | 70 |
| 05-12-2024 THURSDAY | 2.00PM TO 5.00PM | MAJOR SUBJECTS: BBA HONOURS 3) Business Environment | BBA-HS 2103 | 70 |
| | | MAJOR SUBJECT: BUSINESS ANALYTICS 3) Business Analytics Programming | BBA-HS 2107 | 70 |
| | | MAJOR SUBJECTS: DIGITAL MARKETING 3) Search engine Optimization | BBA-HS 2111 | 70 |
| 06-12-2024 FRIDAY | 2.00PM TO 5.00PM | MAJOR SUBJECTS: BBA HONOURS 4) Business Statistics & Mathematics | BBA-HS 2104 | 70 |
| | | MAJOR SUBJECT: BUSINESS ANALYTICS 4) Data Mining & Data Ware Housing | BBA-HS 2108 | 70 |
| | | MAJOR SUBJECTS: DIGITAL MARKETING 4) Web Analytics | BBA-HS 2112 | 70 |
| 07-12-2024 SATURDAY | 2.00PM TO 3.30PM | SKILL COURSE: Business Forecasting Project Management Information and Communication Technology Data Analysis (w.e.f.2023-2024 AB) (common with B.A. B.Sc., B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS 2153 BA-HS 2154 BA-HS 2155 BA-HS 2156 | 50 |

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|-----------------------|------------------|--|--|----|
| 09-12-2024 MONDAY | 2.00PM TO 3.30PM | MULTIDISCIPLINARY COURSE: Introduction to Public Administration Principles of Management Principles of Accounting Basic Electronics Health and Hygiene Basic Mathematics | BA-HS 2157 BA-HS 2158 BA-HS 2159 BA-HS 2160 BA-HS 2161 BA-HS 2162 | 50 |
| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECT: HISTORY Medieval Indian Society: (Polity, Economy, and Culture) (1206 C.E – 1707 C.E) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 301 | 70 |
| | | MINOR SUBJECT: SOCIOLOGY Perspective Indian Society (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 302 | 70 |
| | | MINOR SUBJECT: SOCIAL WORK Social Problems and Social Legislations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 303 | 70 |
| | | MINOR SUBJECT: PUBLIC ADMINISTRATION Theory of Public Administration (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 304 | 70 |
| | | MINOR SUBJECT: POLITICAL SCIENCE Indian Constitution (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 305 | 70 |
| | | MINOR SUBJECT: ECONOMICS Microeconomics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 306 | 70 |
| | | MINOR SUBJECT: JOURNALISM AND MASS COMMUNICATION Adertising (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 307 | 70 |

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| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECT: HUMAN RESEARCH MANAGEMENT Change Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 308 | 70 |
| | | MINOR SUBJECT: TOURISM AND TRAVEL MANAGEMENT Tourism Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 309 | 70 |
| | | MINOR SUBJECT: SPECIAL ENGLISH An Introduction to Romantic Literature(1798-1837) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 310 | 70 |
| | | MINOR SUBJECT: PSYCHOLOGY Psychology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 311 | 70 |
| | | MINOR SUBJECT: RURAL DEVELOPMENT Rural Development Planning and Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 312 | 70 |
| | | MINOR SUBJECT: PHILOSOPHY Western Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 313 | 70 |
| | | MINOR SUBJECT: PHILOSOPHY Contemporary Indian Philosophy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 314 | 70 |
| | | MINOR SUBJECT: SPECIAL TELUGU Adhunikakavyam (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BA-HS-N 315 | 70 |

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| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECT: TAXATION Assessment of Individual, HUF & Firms (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 301 | 70 |
| | | MINOR SUBJECT: FINANCIAL MANAGEMENT Money, Banking and Financial Markets (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 302 | 70 |
| | | MINOR SUBJECT: INSURANCE MANAGEMENT Principles and Practice of General Insurance (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 303 | 70 |
| | | MINOR SUBJECT: MARKETING Consumer Behaviour (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 304 | 70 |
| | | MINOR SUBJECT: ACCOUNTING(For Non Commerce Majors) Advanced Accounting (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 305 | 70 |
| | | MINOR SUBJECT: COMMERCE(For Non Commerce Majors) Banking Theory and Practice (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 306 | 70 |
| | | MINOR SUBJECT: FINANCE(For Commerce and Other Majors) Financial Markets (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BC-HS-N 307 | 70 |
| | | MINOR SUBJECTS: DATA SCIENCE Python Programming for Data Analysis (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 301 | 70 |

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| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECTS: MULTIMEDIA Introduction to 3D (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 302 | 70 |
| | | MINOR SUBJECTS: HOME SCIENCE Fundamentals of Food Science & Nutrition (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 303 | 70 |
| | | MINOR SUBJECTS: FOOD SCIENCE & TECHNOLOGY Food Microbiology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 304 | 70 |
| | | MINOR SUBJECTS: GEOLOGY Crystallography & Mineralogy (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 305 | 70 |
| | | MINOR SUBJECTS: COMPUTER SCIENCE Object Oriented Programming Using JAVA-(T) (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 306 | 70 |
| | | MINOR SUBJECTS: PHYSICS Optics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 307 | 70 |
| | | MINOR SUBJECTS: ELECTRONICS Semiconductor Devices and Materials (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 308 | 70 |
| | | MINOR SUBJECTS: INFORMATION TECHNOLOGY Data Management System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 309 | 70 |
| | | MINOR SUBJECTS: APPLIED MATHEMATICS Solid Geometry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 310 | 70 |

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|-----------------------|------------------|---|-------------|----|
| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECTS: ORGANIC CHEMISTRY Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 311 | 70 |
| | | MINOR SUBJECTS: ZOOLOGY Animal Diversity-II Biology of Chordates (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 313 | 70 |
| | | MINOR SUBJECTS: MICROBIOLOGY Biomolecules & Enzymology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 314 | 70 |
| | | MINOR SUBJECTS: BIOTECHNOLOGY Plant and Animal Biotechnology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 315 | 70 |
| | | MINOR SUBJECTS: CHEMISTRY Fundamentals in Organic Chemistry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 316 | 70 |
| | | MINOR SUBJECTS: BOTANY Vascular Plants (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 317 | 70 |
| | | MINOR SUBJECTS: BIOCHEMISTRY Analytical Techniques (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 318 | 70 |
| | | MINOR SUBJECTS: STATISTICS Statistical Methods (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 319 | 70 |

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|-----------------------|------------------|--|-------------|----|
| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECTS: MATHEMATICS Group Theory & Problem Solving Sessions (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 320 | 70 |
| | | MINOR SUBJECTS: HUMAN GENETICS Human Molecular Genetics (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 321 | 70 |
| | | MINOR SUBJECTS: FORENSIC SCIENCE Crime Scene Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | --- | 70 |
| | | MINOR SUBJECTS: CYBER FORENSIC Cyber Security (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | ---- | 70 |
| | | MINOR SUBJECTS: ANIMATION 2D Animation (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 322 | 70 |
| | | MINOR SUBJECTS: FOOD SCIENCE AND NUTRITION Basic Nutrition (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 323 | 70 |
| | | MINOR SUBJECTS: BIOINFORMATICS Basic of Computer Application in Biology (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 324 | 70 |
| | | MINOR SUBJECTS: SERICULTURE Cytogenetics and Breeding of Mulberry (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BS-HS-N 325 | 70 |

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| 10-12-2024 TUESDAY | 2.00PM TO 5.00PM | MINOR SUBJECTS: BUSINESS MANAGEMENT Organisation Behaviour (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BBA-HS-N 301 | 70 |
| | | MINOR SUBJECTS: DIGITAL MARKETING Social Media Marketing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BBA-HS-N 302 | 70 |
| | | MINOR SUBJECTS: LOGISTICS AND SUPPLY CHAIN MANAGEMENT Transportation and Distribution Management (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BBA-HS-N 303 | 70 |
| | | MINOR SUBJECTS: RETAIL MANAGEMENT Retail Store Operations (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BBA-HS-N 304 | 70 |
| | | MINOR SUBJECTS: CLOUD COMPUTING Cloud Computing (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BCA-HS-N 301 | 70 |
| | | MINOR SUBJECTS: COMPUTER APPLICATIONS Database Management System (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BCA-HS-N 302 | 70 |
| | | MINOR SUBJECTS: HOTEL MANAGEMENT Food Production Operations-1 (w.e.f.2023-2024 Admitted Batch) (Common with B.A. B.Sc. B.Com, B.B.A, B.C.A, and BHM&CT) | BHM-HS-N301 | 70 |

(BY ORDER)

C.A.O, A.U, V.S.P
Date: 12-11-2024


(T. CHITTI BABU)
CONTROLLER OF EXAMINATION